➡ ***ROU Procedures-WAM Program***
(Regions 11, 13, 16, 17, 18, 22, 29, 56, 62, 63, 66, 69)

The Wholesalers & Manufacturers Program (WAM) will begin January, 1996 as communicated in the First Quarter Workplan. WAM function W50 will be in the BPE System on Monday, November 27, to handle the administrative portion of this program. (Only the regions listed above will be involved with the WAM process.) See attachment for system instructions/ details.

Since all allocations have been included in your region's allocations, no transfers will be necessary. However, it is important that you pre-order (if premiums or displays) or push allocations down to the direct account level (if BSGSFs) prior to the transferring of the allocations for the normal value-added national programs to ensure that your planned amount for WAM is protected.

It is important that the RJR Manager responsible for the WAM direct accounts communicates with the ROUs on these programs.

Program Contacts: Sharon Reid, extension #2584
Scott Steen, extension #7149
System Contact: Marian Smith, extension #1938

Source: https://www.industrydocuments.ucsf.edu/docs/fnwn0000

FSC-179-A - Attachment

INSTRUCTIONS

BPE System-W50 WAM Templates

Step 1
Access function **"W50 WAM Templates"** in BPE.

Step 2
Select function **"W52 Display or Delete WAM Templates."** A template for each of the three 1st quarter promotions has been automatically built for you by the WAM wholesaler account. You may select the direct account to view all the retail accounts and their quantities that have been linked to the account. Each account is to receive only 1 SKU of the promotion regardless if it is a display, a premium or BSGSF. (No Philip Morris exclusive accounts should receive our promotions.)

Key Points

The account information has been transmitted through AIM data which the wholesaler has identified as "participants" in the WAM program. The BPE system has captured these identified "accounts" as of Tuesday, November 21 and has allocated 1 SKU of the promotion to each account with the remaining quantity (if any) allocated to the direct account listed at the bottom of the list. The system has recorded the total allocations you received in the First Quarter Workplan information for WAM and will not exceed the amount. No transfer of allocations is required in this process!

To receive the most current-to-date template information, you may delete the template and a new template will automatically be built over the week-end. If AIM has updated accounts, you will see additional accounts listed and the balance (if any) adjusted accordingly at the direct account level at the bottom of the list.

Step 3
When working with your KAM or AM who is responsible for this account, you have the option to add accounts to the existing template by accessing function **"W51 Linking Accounts to WAM Templates."** (This function operates identically to V51 in BPE.) These accounts can only be "WAM" designated accounts in the selecting process. The system will not allow you to exceed your total allocated amount for any promotion.

Step 4
To print the templates, access function **"W55 Print WAM Templates by Wholesaler"** or **"W57 Print Account List Using Templates."**

IMPORTANT

Step 5
Once you have communicated with your KAM or AM, place the orders for the premiums to be shipped to the direct account(s). If the promotion is a BSGSF, you should push the allocations down to the direct account level to ensure that the quantities are protected prior to the normal value-added transfers.

Step 6
A posting function **"P40"** will be available in the next few weeks to allow you to mass post on an account by account level or by the direct account. The posting should take place following communication with your KAM or AM to ensure that the promotion has been shipped from the direct account to the retail account.

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